FROM THE MAGAZINE RACK NO. 67 JANUARY 28, 1976 JAMES R. WOODGATES

SUCCESS (BLACK ENTERPRISE) THE SAVE-YOUR-LIFE-DIET (READERS DIGEST)
BIG CHANGES YOU'LL SEE IN THE NEXT TEN YEARS (CHANGING TIMES)

HERE IS ----- WITH FROM THE MAGAZINE RACK ... ANNCR: VOICE OF AMERICA SUMMARIES OF ARTICLES ON TIMELY TOPICS FROM AMERICAN MAGAZINES. TODAY ... SOME POINTERS FOR YOUR FUTURE. BLACK ENTERPRISE MAGAZINE DESCRIBES SOME COMMON CHARACTERISTICS OF SUCCESSFUL PEOPLE, TRAITS WHICH WE ALL CAN DEVELOP FOR OURSELVES .... THE READERS DIGEST TALKS ABOUT A HIGH CALORIE. HIGH CARBOHYDRATE DIET THAT WON'T MAKE YOU FAT ... AND CHANGING TIMES MAGAZINE PREDICTS SOME NEW TRENDS IN AMERICAN LIFE DURING THE NEXT TEN YEARS.

SUCCESS (BLACK ENTERPRISE) (3-2720 ) PSYCHCLOGISTS TELL US THAT SUCCESS IS NOT REALLY MONEY, EDITOR: FAME OR EVEN EXCELLENCE -- DESPITE WHAT WE MAY THINK. IT'S SIMPLY THE ACCOMPLISHMENT OF A GOAL WE HAVE SET FOR OURSELVES -- BIG OR LITTLE. WHY, THEN, ARE SOME PEOPLE MORE SUCCESSFUL THAN OTHERS? DO THESE PEOPLE HAVE SOMETHING IN COMMON WHICH MAKES THEM SUCCEED?

> WELL, BEFORE YOU GET YOUR HOPES UP, KNOW THAT THERE REALLY ISN'T ANY SURE-FIRE SUCCESS FORMULA. BUT THERE ARE SOME VERY USEFUL CHARACTERISTICS WHICH YOU CAN TRY TO CULTIVATE, AND WHICH HAVE WORKED WELL FOR MANY SUCCESSFUL PEOPLE. BLACK ENTERPRISE ASKED DOCTOR JAMES

COMER, AN ASSOCIATE DEAN OF THE YALE UNIVERSITY MEDICAL

SCHOOL AND A PSYCHOLOGIST AT YALE'S CHILD STUDY CENTER,

TO DESCRIBE SOME OF THOSE CHARACTERISTICS. BLACK

ENTERPRISE REPORTS:

VOICE: "INNER DISCIPLINE, DETERMINATION, PERSEVERANCE, AND
STRONG MOTIVATION ARE SOME OF THE IMPORTANT ESSENTIALS
FOR SUCCESS, ACCORDING TO DOCTOR COMER...IF, BETWEEN
THE AGES OF SEVEN AND TWELVE, A CHILD IS ENCOURAGED TO
DEVELOP THE HABIT OF GETTING THINGS DONE, EVEN IF HE
OR SHE IS NOT INTERESTED IN THEM IT WILL BECOME A
LIFETIME HABIT... SET YOURSELF REALISTIC GOALS, AND
TEMPER YOUR DETERMINATION WITH FLEXIBILITY, SAYS DOCTOR
COMER. REALISM IS IMPORTANT. ONCE A GOAL IS SET,
ORGANIZE YOUR LIFE IN SUCH A WAY THAT YOU CAN ACHIEVE
THE GOAL. LONG-TERM PLANNING IS IMPORTANT...AND...
DETERMINATION IS THE FACTOR THAT WILL MAKE YOU TAKE
TEMPORARY FAILURE AND TURN IT INTO A LEARNING EXPERIENCE."

EDITOR: DOCTOR COMER SAYS ENVIRONMENT IS WHAT REALLY MAKES THE DIFFERENCE BETWEEN SUCCESS OR FAILURE. INTELLIGENCE IS HELPFUL TOO, OF COURSE, AND SO IS HEREDITY, BUT IF THE PATTERNS WE LIVE BY ARE NOT ORIENTED TOWARDS DISCIPLINE, MOTIVATION, DETERMINATION AND PERSEVERENCE, THEN CLIMBING THE LADDER OF SUCCESS MAY BE AN ARDUOUS, PERHAPS EVEN IMPOSSIBLE TASK. NOT EVEN A STRING OF GOOD LUCK WILL HELP THE PERSON WHO HAS NOT CULTIVATED THESE QUALITIES. BLACK ENTERPRISE GOES ON:

VOICE: "BECAUSE OF THEIR SPECIAL BACKGROUND OF SLAVERY, WHICH
PRODUCED A FORCED DEPENDENCY IN MANY BLACKS, DOCTOR

COMER BELIEVES THAT MOTIVATION IS AN EVEN MORE IMPORTANT
FACTOR FOR BLACK SUCCESS THAN OTHERWISE. HE FEELS
THAT RELIGION CAN PROVIDE A STRONG FOUNDATION FOR
SUCCESS, BY GIVING ONE CONFIDENCE, CAPABILITY AND
AN INNER STRENGTH, ALTHOUGH THE SAME QUALITIES CAN
ALSO BE GOT FROM A GOOD FAMILY SITUATION, AND MANY
SUCCESSFUL PEOPLE ARE NOT VERY RELIGIOUS....(HOWEVER)
...IT IS NO ACCIDENT THAT MOST OF OUR CIVIL RIGHTS
LEADERS CAME FROM A CHURCH BACKGROUND."

EDITOR: SO, BLACK ENTERPRISE CONCLUDED, SUCCESSFUL PEOPLE

ARE MADE, NOT BORN. CULTIVATING THESE CHARACTERISTICS

MAY NOT ALWAYS ENSURE SUCCESS IN EVERYTHING THAT YOU

DO, BUT IT WILL CERTAINLY IMPROVE YOUR CHANCES OF

ACHIEVING IT.

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THE SAVE-YOUR-LIFE DIET (READERS DIGEST) (3-2720 )

EDITOR: HAVE YOU EVER HEARD OF THE "FAT MAN'S MISERY?" IT'S

THE AGE OLD COMPLAINT OBESE PEOPLE OF ALL AGES HAVE MADE

TO THEIR NORMAL SIZED FRIENDS: "I'VE TRIED TO LOSE

WEIGHT BUT EVEN WHEN I TRY TO EAT LESS I JUST KEEP ON

GAINING WEIGHT. I CAN'T WIN!" WELL, DOCTOR DAVID

REUBEN, A PHYSICIAN WHO'S ALREADY FAMOUS FOR A BOOK

ON SEXUAL ATTITUDES, THINKS HE KNOWS HOW TO RELEIVE

THAT MISERY -- PERMANENTLY. HE HAS DEVELOPED WHAT

EDITOR: (CONT'D)

HE CALLS THE "SAVE-YOUR-LIFE" DIET. IT IS BASED ON THE SIMPLE OBSERVATION THAT MILLIONS OF PEOPLE AROUND THE WORLD, NOTABLY AFRICAMS AND ASIANS, LIVE ON EXTREMELY HIGH CALORIE DIETS, YET REMAIN LEAN THROUGHOUT THEIR LIFETIMES. DOCTOR REUBEN, AND MANY OTHER HEALTH EXPERTS, THINK THIS IS DUE TO THE ENORMOUS AMOUNT OF "HIGH FIBER" OR "ROUGHAGE" IN THEIR DIETS ... CONSISTING OF RAW, OR PARTIALLY COOKED VEGETABLES, UNREFINED GRAINS AND SUGARS, AND ONLY SHALL AMOUNTS OF PROCESSED FOODS, THE SO-CALLED "SOFT" FOODS. DOCTOR REUBEN SAYS HIS DIET WILL HELP PEOPLE NOT ONLY LOSE EXCESS WEIGHT BUT THAT THE WEIGHT LOSS WILL BE PERMANENT IF PEOPLE STICK TO THE DIET. HE BELIEVES NORMAL-SIZED PEOPLE CAN BENEFIT, TOO, BECAUSE THE DIET INCLUDES FOOD HIGH IN NATURAL VITAMINS AND MINERALS WHICH CAN DO MORE TO ENSURE GOOD HEALTH THAN ALL THE VITAMIN SHOTS, PILLS AND POTIONS IN THE WORLD.

READERS DIGEST CONDENSED DOCTOR REUBEN'S BOOK AND QUOTED THIS PASSAGE:

VOICE: "YOU WILL NOTICE SOME INTERESTING THINGS ABOUT THIS

DIET. GENERALLY, PORTIONS ARE SPECIFIED. THERE IS

ANOTHER BENEFIT: NEARLY ALL OVEREATING IS MOTIVATED,

AT LEAST IN PART, BY EMOTIONAL FACTORS. TENSION,

ANXIETY, A FAST PACE OF LIVING... ALL ENCOURAGE

OVEREATING. A HIGH ROUGHAGE DIET SEEMS TO INDUCE

TRANQUILITY. AFTER A WEEK OR SO, THAT COMPULSION

VOICE: TO RUSH AND WOORY SEEMS TO DIMINISH. MOST PEOPLE (CONT'D)

FIND IT EASIER TO FALL ASLEEP AT NIGHT."

EDITOR: WITH THAT IN MIND, THEN, HERE'S WHAT READERS DIGEST
DISTILLATION OF THE REUBEN DIET:

VOICE: "(ONE) ELIMINATE ALL LOW ROUGHAGE FOODS, ALL ULTRAPROCESSED FLOUR PRODUCTS AND REFINED SUGARS, INCLUDING
BROWN SUGAR. SUBSTITUTE MOLASSES AND HONEY FOR
REFINED SUGAR.

"(TWO) EAT HIGH ROUGHAGE FOODS, INCLUDING WHOLE GRAIN CEREAL PRODUCTS, HIGH FIBER FRUITS AND VEGETABLES, AND NUTS AND SEEDS, WHENEVER POSSIBLE.

"(THREE) EAT MODERATE AMOUNTS OF LOW-FAT MEATS, FISH AND POULTRY. AS YOU RESTORE ROUGHAGE TO YOUR DIET, YOU WILL NO LONGER CRAVE LARGE AMOUNTS OF MEAT.

"(FOUR) ALL FLOUR PRODUCTS SHOULD BE MADE FROM WHOLE GRAIN RYE FLOUR, WHOLE WHEAT FLOUR, SOY FLOUR, WHOLE GROUND CORNMEAL, BUCKWHEAT FLOUR, OR CAROB FLOUR -- WITHOUT ADDING REFINED SUGAR AND WITH A MINIMUM OF SHORTENING.

"(FIVE) AVOID ALL 'SYNTHETIC' PRODUCTS, NON-DAIRY
CREAMERS, ARTIFICIAL SOUR CREAM AND IMITATION ANYTHING.
THEY ARE INVARIABLY LOW ROUGHAGE.

VOICE: (CONT'D)

"(SIX) THERE IS NO PLACE FOR ALCOHOLIC BEVERAGES IN THIS DIET. ALCOHOL IS SWIFTLY CONVERTED IN THE BODY TO BECOME SUGAR AND WILL UNDERMINE THE WHOLE DIET PLAN. MANY WHO FOLLOW THE HIGH ROUGHAGE DIET FIND THAT WITHIN A MONTH THEIR DESIRE FOR ALCOHOL HAS ALMOST TOTALLY DISAPPEARED.

"(SEVEN) FRUITS AND VEGETABLES SHOULD BE EATEN RAW IF POSSIBLE. OTHERWISE WITH A MINIMUM OF COOKING, AND WITH SEEDS, SKINS AND STRINGS AS INTACT AS YOU CAN MANAGE. EAT ONLY FRESH FRUITS ... THE CANNED AND FROZEN VARIETIES USUALLY CONTAIN SUGAR.

"(EIGHT) USE MILK PRODUCTS IN MODERATION. USE A MODERATE AMOUNT OF FATS AND OILS FOR COOKING AND SALADS. REDUCE YOUR USE OF "HOT" SPICES AND RELISHES.

"(NINE) TAKE TWO TABLESPOONS OF UNPROCESSED MILLER'S BRAN WITH A GLASS OF WATER BEFORE EACH MEAL.

"(TEN) EAT TWO TABLESPOONS OF YOGURT DAILY TO HELP CONVERT THE INTESTINAL BACTERIA TO THE LACTOBACILLUS FORMS, WHICH ENCOURAGE NORMAL FERMENTATION OF CONSUMED FOODS.

"(FINALLY) DRINK AT LEAST EIGHT GLASSES OF WATER A DAY. FIBER NEEDS WATER TO MAKE YOUR BODY WORK THE WAY IT SHOULD."

EDITOR:

FAT PEOPLE USUALLY EAT TOO FAST. ONE ADVANTAGE OF THE HIGH FIBER DIET THEN, IS THAT IT TAKES LONGER TO CHEW THIS FOOD. DOCTOR REUBEN SAYS A PERSON ON A HIGH FIBER DIET IS MORE LIKELY TO REACH THE POINT OF SATISFACTION BEFORE HE EATS TOO MUCH. MORE FAT IS EXCRETED, TOO, THUS AVOIDING CONSTIPATION...THE USUAL DIETER'S CURSE. DOCTOR REUBEN CONTINUES:

VOICE:

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"BESIDES REDUCING THE LIKELIHOOD OF DEVELOPING HEART DISEASE, DIABETES, OR HIGH BLOOD PRESSURE, THE HIGH ROUGHAGE DIET ENABLES ONE TO EAT HIMSELF INTO A NORMAL CONDITION OF WEIGHT DISTRIBUTION... SEE YOUR DOCTOR AND BE CERTAIN YOU ARE IN GOOD HEALTH BEFORE YOU START THE DIET. THEN, FOLLOW IT PRECISELY.

THERE ARE NO EXCEPTIONS, NO 'DAYS OFF.' EAT SLOWLY AND DON'T EAT UNLESS YOU'RE HUNGRY. ABOVE ALL, BE PATIENT. YOU DON'T HAVE TO RUSH TO SEE RESULTS.

REMEMBER, A WEIGHT LOSS OF (A QUARTER KILO) A WEEK ADDS UP TO ABOUT (THIRTEEN KILOS) A YEAR!"

EDITOR: A REPORT FROM <u>READERS DIGEST</u> ON A DIET THAT'S SUPPOSED TO KEEP YOU HEALTHY... AND THIN.

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## CHANGING TIMES) (3-2720)

PREDICT ECONOMIC AND SOCIAL TRENDS IN AMERICA, FORECASTS

BIG CHANGES FOR AMERICANS OVER THE NEXT TEN YEARS. BY

EDITOR: (CONT'D)

WAY OF PERSPECTIVE, CHANGING TIMES NOTED SOME NEGATIVE ASPECTS OF THE CURRENT AMERICAN SCENE:

VOICE:

"TODAY, ON THE DAWN OF OUR TWO-HUNDREDTH BIRTHDAY, WE HAVE AWAKENED WITH THE DAZED FEELING THAT THERE IS LITTLE TO CHEER ABOUT. ALL TOO VIVID IS THE MEMORY OF THE WORST RECESSION OF FORTY YEARS. INFLATION ON A SCALE UNHEARD OF IN HARD TIMES CONTINUES TO UNDERCUT (ERODE THE VALUE OF) THE DOLLAR. ABROAD. OUR ROLE IN THE WORLD IS QUESTIONED: AT HOME TRADITIONAL INSTITUTIONS ARE UNDER CONTINUAL FRONTAL ATTACK. ...IT IS EASY TO BE EVEN MORE PESSIMISTIC WHEN WE OPEN OUR EYES TO THE PARADOXES THAT ALTHOUGH THIS COUNTRY PRODUCES -- EVEN IN A RECESSION -- MORE THAN ONE TRILLION (ONE MILLION MILLION) DOLLARS WORTH OF GOODS AND SERVICES, ONE OF EVERY SIX ELDERLY CITIZENS AND TWENTY-PERCENT OF THE GENERAL POPULATION LIVE BELOW THE OFFICIAL POVERTY INCOME LEVEL. AS MANY AS TWENTY MILLION CITIZENS ARE MALNOURISHED. IN SPITE OF THE HIGH QUALITY OF OUR MEDICAL AND EDUCATIONAL EQUIPMENT AND FACILITIES, THE INFANT DEATH RATE IS HIGHER THAN THAT IN TEN OTHER DEVELOPED NATIONS AND OUR RATE OF LITERACY IS BELOW THAT OF FIFTEEN OTHER COUNTRIES."

EDITOR: BUT DESPITE ALL THIS, CHANGING TIMES EDITORS APPROACH THE FUTURE WITH GUARDED OPTIMISM, A FEELING WHICH HAS CHARACTERISED THE THINKING OF MANY AMERICANS, FROM THE



EDITOR: (CONT'D) PRESIDENT ON DOWN, IN RECENT YEARS. FOR AMERICANS,
THE NEXT TEN YEARS WILL BE A TIME OF SLOWING DOWN...
OF CATCHING THE NATIONAL BREATH. "THIS WILL CHANGE
THE WAY WE WORK, THE WAY WE PLAY, THE WAY WE LIVE,"
SAYS CHANGING TIMES. HERE, THEN, ARE SOME OF THE
PREDICTIONS:

VOICE:

"ON THE AVERAGE, AMERICANS TEN YEARS HENCE, WILL HAVE
OVER FORTY PERCENT MORE TO SPEND ON THEMSELVES....

PEOPLE WILL SPEND A BIGGER SHARE OF THEIR INCOME FOR
SERVICES SUCH AS HEALTH, EDUCATION, RECREATION AND
THE LIKE, AND LESS ON THINGS LIKE FOOD, CLOTHING,
AND PARTICULARLY AUTOS. MORE WORKERS WILL BE EDUCATED,
WITH MORE THAN THREE-QUARTERS OF THEM HOLDING HIGH
SCHOOL DIPLOMAS. BUT THE DEMAND FOR COLLEGE TRAINING
WILL DECLINE, SO SOME GRADUATES WILL HAVE TO LOWER
THEIR SIGHTS ALTER THEIR PLANS FOR THE FUTURE."

FASTEST GROWING JOB SECTORS WILL BE IN THE AREAS OF MASS TRANSPORTATION, COMPUTER PROGRAMMING AND THE REVAMPING OF URBAN AREAS. FARM JOBS WILL BECOME MORE

EDITOR: THE EDITORS SAY THERE WILL BE FEWER NEW JOBS. THE

AND MORE SCARCE AS LARGE AGRICULTURAL CORPORATIONS
INVENT LABOR-SAVING DEVICES FOR HARVESTING, TILLING

AND CULTIVATING CROPS.

BUT WHAT ABOUT AMERICAN TECHNOLOGY? WHAT KINDS OF NEW INVENTIONS WILL THERE BE? CHANGING TIMES MAKES THESE PREDICTIONS:

VOICE: "NEW RESEARCH EFFORTS WILL BRING BETTER METHODS OF (HEALTH) TREATMENT AND PREVENTION. HERE ARE SOME THINGS TO EXPECT: AUTOMATED PHYSICAL CHECKUPS COVERING MOST OF THE POPULATION, AND DEVELOPMENT OF AN ARTICICIAL HEART, RATHER THAN TRANSPLANTS. THE APPEAL OF CONVENIENCE AND THE DESIRE TO HAVE THINGS EVEN SIMPLER ARE PRETTY MUCH PART OF THE FUTURE. LOOK AT THESE LIKELY PROSPECTS FOR THE NEXT DECADE'S ADVANCES IN TECHNOLOGY: CONTROL BY MINIATURE COMPUTERS OF HOME HEATING, COOLING AND LIGHTING; DISCS, RESEMBLING ORDINARY PHONOGRAPH RECORDS, THAT USE YOUR TELEVISION SCREEN TO 'PLAY' NINETY-MINUTE COLOR MOVIES, RECORDED SPORTS CONTESTS, DRAMA, COMEDY SHOWS, DOCUMENTARIES AND EDUCATIONAL PROGRAMS; A HOME COMPUTER TERMINAL THAT ENABLES YOU TO SCAN STORE ADVERTISEMENTS ON A TELEVISION SCREEN, THEN PUNCH OUT ON A TYPEWRITER LIKE KEYBOARD YOUR SELECTIONS TO BE PICKED UP AT THE STORE, PACKAGED AND READY TO GO; WIDESPREAD USE OF ELECTRONIC SCANNER, ALREADY HERE, THAT WILL READ CODED PRICES ON YOUR SUPERMARKET PURCHASES, FEED THE DATA INTO CENTRAL TERMINALS AND (COMPUTE) YOUR BILL IN A HURRY. UNIVERSAL PRODUCT CODE, AS IT IS CALLED,

EDITOR: WHAT ABOUT THOSE SUPERMARKET ITEMS? CHANGING TIMES PREDICTS THAT THERE WILL LIKELY BE LESS FOODS WITH ARTICIAL COLOR AND OTHER ADDITIVES. FOOD WILL BE

HAS PROVED THAT IT WORKS."

EDITOR: (CONT'D)

SOLD IN A MORE NUTRITIOUS FORM. MEAT SUBSTITUTES,
WHICH TASTE LIKE THE REAL THING, WILL BE AVAILABLE
EVERYWHERE. AND 'FREEZE-DRIED' PRODUCTS, IN AIRTIGHT
CANS AND ENVELOPES THAT CAN KEEP FOOD USABLE FOR
YEARS, WILL BE FOR SALE. ALREADY THERE IS A PROCESS
UNDER DEVELOPMENT WHICH WILL ALLOW MILK TO BE STORED
AT ROOM TEMPERATURE FOR WEEKS IN A FOIL-LINED PAPER
CARTON BEFORE BEING CHILLED AND DRUNK.

BUT DESPITE ITS LACK OF DRAMA, THE EDITORS SAY

THE MOST DRASTIC CHANGE TO HIT AMERICANS OVER THE

NEXT TEN YEARS WILL BE IN THE WORLD OF EDUCATION.

SAYS CHANGING TIMES:

VOICE:

"THE SHIFT IS ALREADY APPARENT IN THE EMPTY SEATS
SHOWING UP IN ELEMENTARY (SCHOOL) CLASSROOMS. THE
RESULT OF THE LOW BIRTH RATE OF THE NINETEEN SIXTIES.

(FEWER SCHOOL-AGE CHILDREN) WILL RESULT IN EVEN
MORE PRESSURE ON...ADMINISTRATORS TO CLOSE SPARSELYATTENDED SCHOOLS OR SWITCH THEM TO OTHER USES. MORE
PEOPLE WILL HEAD TO COLLEGE FOR THE FUN OF IT, TO
LEARN THINGS THAT HAVE NOTHING TO DO WITH CAREERS AND
JOB ADVANCEMENT: ....AND ENROLLMENT IN PRIVATE COLLEGES
WILL DECLINE, DUE TO HIGHER COSTS, FORCING MANY TO
CLOSE BETWEEN NOW AND NINETEEN-EIGHTY-FIVE."

EDITOR: SO...THAT'S A GLIMPSE OF THE FUTURE. AMERICA WILL
GROW, YES, BUT NOT AS FAST AND FURIOUSLY AS IN THE
PAST. OPPORTUNITIES WILL ABOUND BUT REALIZING THE
NATION'S FULL POTENTIAL WILL TEST AMERICAN INGENUITY.
YET, EVEN WITHOUT THE ECONOMIC BOOMS OF THE PAST, THE
FORECASTERS AGREE THAT AMERICANS HAVE THE HUMAN
AND MONETARY RESOURCES TO MAKE THE REST OF THIS
TURBULENT CENTURY TOLERABLE.

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WJL/CAK